

Abstract of the Disclosure

LEAD SUSPECT MANAGEMENT

5 A method and system for marketing products and/or services to a database of records.
The system includes workflow parameters in the form of stations. Each station defines an action
and a set time interval for conducting the action on a record in the station. In addition, each
station provides a selection of subsequent stations for the record following the performance of
the action by the selected user. In addition, the user may select to generate a report on the
10 records of the database based upon the fields of the records. The report may also be in the form
of an automatically generated report produced at a defined interval. The workflow parameters
may be customized by a system administrator to meet the needs of different users. Accordingly,
the workflow provides an automated and organized method of managing sales and marketing
leads.